

Message Text

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FOR: USDOC/BIC/OIM/EA - KELLY

E.O. 11652: N/
TAGS: BEXP, TW
SUBJECT: MULTI-FIRM BSP, KAOHSIUNG, JANUARY 16-20, 1978

REF : KELLY/POTHUISJE TELCON, JUNE 14, 1977

1. DURING REF TELCON, TAIPEI TRADE CENTER WAS INFORMED THAT OIM HAS ESTABLISHED NEW GUIDELINES FOR MULTI-FIRM BSPPS. NEWLY-ESTABLISHED RULES STATE THAT MULTI-FIRM BSPPS ARE TO BE STAGED IN TC FACILITIES AND OFF-SITE MULTIFIRM BSPPS, IF APPROVED, CARRY \$2000 PARTICIPANT CONTRIBUTION. NEW GUIDELINES RECEIVED JUNE 14 WOULD SEEM TO PRECLUDE TTC FROM STAGING SUBJECT MULTI-FIRM BSP WHICH WAS ALREADY IN ADVANCED PLANNING STAGE AND WHICH HAS STRONG POST SUPPORT FOR HIGHLY INDUSTRIAL AREA OF KAOHSIUNG.

2. TTC DESIRES TO FOLLOW OIM GUIDELINES; ALL PREVIOUS MULTI-FIRM BSPPS HAVE MET GUIDELINES IN FORCE AT TIME. HOWEVER, ACTIVE PLANNING FOR SUBJECT EVENT HAS BEEN IN PROGRESS SINCE TRANSFER OF SITE OF MARITIME USA, WHICH WAS ORIGINALLY SCHEDULED FOR KAOHSIUNG, FEBRUARY 7 TO 11, 1977. BSP TIMING WAS SELECTED TO FILL SCHEDULE VACANCY UPON CANCELLATION OF PLYWOOD PROCESSING AND WOODWORKING EQUIPMENT EXHIBITION IN JANUARY 1978, PART OF FY-78 PROGRAM. DISCUSSIONS
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CONCERNING BSP EVENT TOOK PLACE IN MARCH OF THIS YEAR WHEN TTC DIRECTOR VISITED OIM FOR CONSULTATION WHILE ON HOME LEAVE. AT THAT TIME FOUR THEMES WERE TENTATIVELY SELECTED AND TIMING AND BUDGET WERE DISCUSSED. ADDITIONAL AGREEMENTS WERE REACHED WITH CMM WHEN HE VISITED TAIPEI AND KAOHSIUNG DURING MAY. ON JUNE 3, DIRECTOR VISITED KAOHSIUNG AND, AFTER MEETING WITH SECRETARY GENERAL OF

KAOHSIUNG CITY GOVERNMENT AND OFFICIALS OF KAOHSIUNG STADIUM, A VERBAL HOLD, FOLLOWED BY LETTER OF CONFIRMATIONS WAS PLACED ON STADIUM FOR PERIOD JANUARY 9-23, 1978. BUDGET ESTIMATE HAS BEEN PREPARED, POLLING OF LOCAL BUSINESS COMMUNITY HAS STARTED AND AN ESTIMATED \$1250 (\$1000 PROMOTION/ OPERATION, \$250 BSP CHARGE) PARTICIPANT CONTRIBUTION IS BEING CONSIDERED.

3. MARITIME USA, ORIGINALLY SCHEDULED FOR KAOHSIUNG, WAS SHIFTED TO TRADE CENTER EXHIBITION HALL. RELOCATION OF EXHIBITION SITE FROM KAOHSIUNG TO TAIPEI, A LAST-MINUTE DECISION, WAS NOT POPULAR WITH SEVERAL OF EXHIBITORS. THEIR OBJECTIVE IN PARTICIPATION WAS TO REACH RAPIDLY EXPANDING AND HIGHLY INDUSTRIAL MARKET IN AND AROUND KAOHSIUNG. INDUSTRIAL PROFILE OF TAIWAN PREPARED BY TTC AND MADE AVAILABLE TO EAST ASIA GROUP IN MARCH IDENTIFIES SUBSTANTIAL POPULATION AND INDUSTRY CONCENTRATION IN KAOHSIUNG TRADING AREA RELATING TO SHOW THEMES SELECTED FOR SUBJECT EVENT. THEMES RECOMMENDED ARE ADVANCED BUSINESS MACHINES, AUTOMOTIVE SERVICING EQUIPMENT, METALWORKING AND FINISHING EQUIPMENT, AND DOCKSIDE AND MATERIALS HANDLING EQUIPMENT. POST SUPPORTS TRADE CENTER'S PROMOTION ACTIVITIES IN INDUSTRIAL AREAS OUTSIDE OF TAIPEI AND PARTICULARLY ENCOURAGES SUBJECT EVENT SCHEDULED FOR KAOHSIUNG.

4. IN VIEW OF TIMING OF PRELIMINARY WORK BEGUN FOUR MONTHS UNCLASSIFIED

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PRIOR TO REF TELCON ANNOUNCEMENT AND TENTATIVE OIM APPROVAL OF SUBJECT EVENT, TTC FEELS STRONGLY THAT THIS MULTI-FIRM BSP SHOULD BE STAGED IN KAOHSIUNG AND REQUEST EXCEPTION TO NEW OIM GUIDELINES IDENTIFIED IN PARA ONE AND TRANSMITTED TO DIRECTOR VIA TELEPHONE JUNE 14. REQUEST OIM CONCURRENCE IN EXEMPTION AND PERMISSION TO PROCEED WITH PLANS TO STAGE MULTI-FIRM BSP IN KAOHSIUNG, JANUARY 16-20, 1978, USING GUIDELINES ESTABLISHED BY OIM PRIOR TO SUBJECT TELCON. UNGER

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